

CITY OF FREMONT NILES DISTRICT

OVERVIEW:

- Former home to Charlie Chaplin's Essanay Studios, the Niles District benefits from its cinematic history, quaint charm, and railroad town appeal.
- The City of Fremont and Niles property owners have combined efforts to reposition the Niles District so as to benefit the emerging trade area while also establishing it as a regional destination.
- As a gathering place for the dynamic population of Fremont, Niles is the ideal location for artisans, specialty retailers, and restaurants to benefit from the trend towards main street retail shopping.

LOCATION:

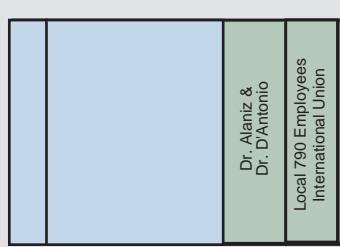
- Occupying more than five city blocks at the foot of the Fremont hills, the project is strategically located around the historic rail elements of Niles.
- Niles Boulevard is easily accessible off Mission Boulevard, the East Bay's main thoroughfare connecting the active 680 and 880 freeways.
- The City of Fremont, an integral part of Silicon Valley, is the San Francisco Bay Area's fourth largest city with over 208,000 residents.

THE OPPORTUNITY:

- Fremont has a daytime population of over 109,000, more than 23,000 of which are within approximately 5 minutes travel time.
- The City is working to retain and enhance the unique historic and cultural character of Niles through development of a comprehensive retail marketing and business recruitment strategy.
- Long recognized as a regional antique center, over 80 diverse businesses currently make up its commercial core.
- Current development projects in the Niles District include the Union Pacific (UP) property development and Town Center.



Belvoir Springs
Hotel



Dr. Alaniz &
Dr. D'Antonio

Local 790 Employees
International Union

Reflections

E STREET

F STREET

NILES BOULEVARD

IRON HORSE LANE

SECOND STREET

Niles Elementary School

THIRD STREET



NOT TO SCALE

KEY	
AVAILABLE	RESIDENTIAL
PARKING	COMMERCIAL

DEMOGRAPHICS:

Niles District

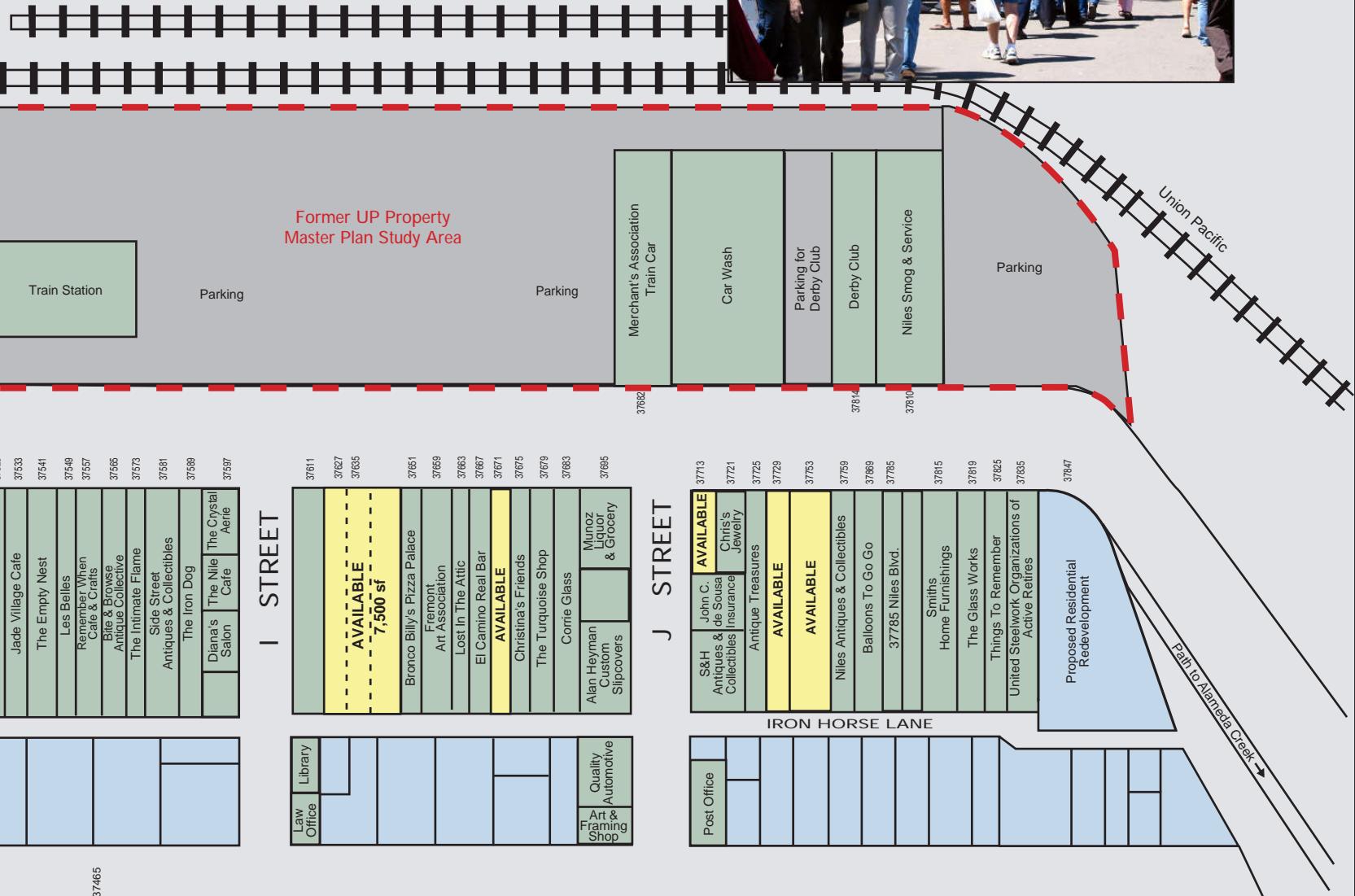
	Area 1	Area 2	Area 3
2000 Population	94536	94536, 94538, 94539	94536, 94538, 94539, 94587
2000 Households	65,747	169,835	236,661
Households w/ Incomes > \$50,000	23,251	57,554	76,198
Households w/ Incomes > \$100,000	77.9%	80.4%	79.0%
Average Household Income	39.1%	44.6%	42.7%
Median Home Value	\$86,019	\$92,470	\$90,172
Median Age	\$427,552	\$437,286	\$415,203
	34.9	34.9	34.4

Source: Claritas Inc., 2002

View to the hills



Niles Canyon Railway



Fremont: "Where Main Street Meets the World!"

www.shop-niles.com

FOR INFORMATION CONTACT:

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www.shop-niles.com



This brochure was developed in partnership with the Niles Main Street Association.



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www.fremont.gov



www.niles.org

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